

Kansas City Lawsuit  
Special PR No. K14-62  
Tuesday, July 10, 1962

Confidential for Members

Ross vs. Philip Morris, Inc.

The jury returned a general verdict for the defendant company Tuesday after 45 minutes' deliberation. There was no immediate indication whether the plaintiff would appeal. Usual objections have been filed by the plaintiff's attorney.

In his two-hour summation, defense counsel Hardy said no one knows the cause of cancer. He said the plaintiff's cancer was in a part of the digestive system, not of the respiratory system. He pointed out that the plaintiff did not call a single pathologist to testify but that the defense had called medical experts in the throat area.

Hardy stressed that Ross's memory of his past life was very poor but that he was able to recall old Philip Morris advertisements.

Plaintiff's attorney Field said in his summation that Ross's cancer was in part of the larynx and that witnesses had proved it was caused by his smoking Philip Morris cigarettes. He spent a considerable part of his summation in taking Hardy to task for alleged misstatements.

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(The Associated Press carried a story on the jury's verdict. This appeared in the July 11 New York Times, page 17, and in other papers.)

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